

**Subject:** ACTION ALERT: Vote no on Measure JJJ  
**From:** "Central City Association" <jdanganan@ccala.org>  
**Date:** 11/07/2016 10:49 AM  
**To:** "Julia Marino" <jmarino@downtownla.com>

CCA Action Alert

## ACTION ALERT

Measure JJJ will make the housing crisis worse. Vote No.

**VOTE no on  
Measure JJJ**

**With a crowded November ballot, we understand that many measures may go overlooked. However, we urge you to be sure to vote NO on Measure JJJ, a measure so poorly written that it could make our housing affordability crisis worse.**

An [Economic Impact Report](#), authored by renowned economist [Chris Thornberg of Beacon Economics](#), paints a vivid picture of how Measure JJJ will increase Los Angeles' already crisis-level housing costs.

Among the report's key findings are that JJJ:

- Would further accelerate increases in home prices and rents in Los Angeles.
- Will drive up total project costs by 46%.
- Have the effect of stifling a valuable subset of residential construction and make an already dire housing situation much worse.

**Join us and vote NO on Measure JJJ.**

For more information, please visit [www.noonjjj.org](http://www.noonjjj.org).

To read CCA's November 8th election recommendations, [please click here](#).

Please contact John Howland, CCA's Director of Government Relations, with any questions at [jhowland@ccala.org](mailto:jhowland@ccala.org).

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